CURRENT LISTING OF CLAIMS

Claims 1-137 (Cancelled).

138. (New) A user directed search method, the method comprising the steps of:

associating a user with at least one of a plurality of beneficiary groups;

associating at least one of a plurality of providers with the at least one of the plurality of beneficiary groups;

entering search request input parameters in a database;

entering beneficiary input parameters in the database;

comparing the search request input parameters to the beneficiary input parameters in the database; and

selecting a provider from the at least one of the plurality of providers to provide one of a good, service and information defined in the search request.

139. (New) The method of claim 138, wherein information regarding the user, the at least one of the plurality of beneficiary groups and the at least one of the plurality of providers is stored on an information server.

140. (New) The method of claim 139, wherein an owner of the information server receives a percentage of the proceeds of one of the good, the service and the information defined in the search request.

141. (New) The method of claim 138, wherein the at least one of the plurality of providers receives a percentage of the proceeds of one of the good, service and the information.

142. (New) The method of claim 138, wherein the search request is first conducted for the at least one of the plurality of providers that is associated with the at least one of the plurality of beneficiary groups specified by the user in the search request.

143. (New) The method of claim 142, wherein a first inner synergistic concentric circle of the search result is created.

144. (New) The method of claim 143, wherein the user receives an unsatisfactory search result, the search request is expanded based on predetermined and assigned priorities by

expanding the search request input parameters.

145. (New) The method of claim 144, wherein a second synergistic concentric circle of the search result is created.

146. (New) The method of claim 138 further comprising the steps of:

associating a primary beneficiary group with the user; and associating a secondary beneficiary group with the user.

147. (New) The method of claim 146, wherein the search request is initially conducted in association with the primary beneficiary group and if the search results are unsatisfactory, a synergistic concentric circle is expanded to a new plane.

148. (New) The method of claim 138, wherein the user adds a search object to the search request to locate the at least one of the plurality of providers to provide one of a good, service and information defined in the search request.

149. (New) The method of claim 138 further comprising the step of providing the user an option of setting priorities for expanding the search request to a synergistic concentric circle involving an additional beneficiary group.

150. (New) The method of claim 138 further comprising the step of providing the user an option of setting additional search request input parameters and additional beneficiary input parameters.

151. (New) The method of claim 139, wherein the information server conducts a search for all the at least one of the plurality of providers who are associated with all the at least one of the plurality of beneficiary groups and matches any additional parameters thus selecting the provider from the at least one of the plurality of providers to provide one of the good, the service and the information defined in the search request.

152. (New) The method of claim 138 wherein the user conducts business with a selected provider.

153. (New) The method of claim 152, wherein the user can click on a link hyperlink

and link to a website of the selected provider to conduct a business transaction of one of the good, the service and the information defined in the search request.

154. (New) The method of claim 138, wherein the at least one of the plurality of beneficiary groups is an entity.

155. (New) A search system, comprising:

a database, adapted to store information associating a user with at least one beneficiary group, adapted to store information associating a provider with at least one beneficiary group, adapted to store search request input parameters and adapted to store beneficiary input parameters; and

a controller, adapted to receive a search request from a computer device of a user, adapted to compare the search request input parameters to the beneficiary input parameters in the database and adapted to provide a search result to the user including a provider associated with the beneficiary group of the user.

156. (New) The search system of claim 155, wherein the database is adapted to be searched in expandable synergistic concentric circles formed based upon the search request and associated beneficiary group of the user.

157. (New) The search system of claim 155 wherein the beneficiary group is an entity.

158. (New) A search method for a computer device, the method comprising the steps of:

associating a user with at least one of a plurality of beneficiary groups;

associating at least one of a plurality of providers with the at least one of the plurality of beneficiary groups;

entering search request input parameters and beneficiary input parameters in a database creating a self directed expandable search;

searching for a provider by comparing the search request input parameters to the beneficiary input parameters in the database and expanding the search by searching in expandable synergistic concentric circles formed based upon the search request and associated beneficiary group of the user if the provider is not initially found; and

selecting a provider from the at least one of the plurality of providers to provide one of a good, service and information defined in the search request.

159. (New) The search method of claim 158, further comprising:

receiving information from the user for expanding the synergistic expandable concentric circles.

160. (New) The search method of claim 158, wherein the step of receiving includes receiving information prioritizing expansion of the synergistic concentric circles.

161. (New) The search method of claim 158, wherein a beneficiary group associated with the user includes assignable priority over another beneficiary group associated with the user.